

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-81. (Cancelled).

82. (Currently Amended) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight;
receiving content from two or more content sources;
designating a content source from among the two or more content sources based upon the determined local day-part;
configuring a content display to feature content from the designated content source over content from other of the content sources; and
presenting the content display to the user,
wherein receiving content comprises receiving content from two or more broadcast sources, and
wherein receiving content from two or more broadcast sources comprises receiving content from two or more broadcast networks.

83-84. (Canceled)

85. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display only content related to the designated content source.

86. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display a majority of content related to the designated content source.

87. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

88. (Previously Presented) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

89. (Previously Presented) The method of claim 82 wherein content includes content other than advertising content.

90. (Previously Presented) The method of claim 89 wherein:
receiving further comprises receiving one or more advertising segments corresponding to one or more of the content sources;
identifying further comprises identifying one or more advertising segments corresponding to the designated content source; and

configuring further comprises configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

91. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display only advertising segments related to the designated content source.

92. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display a majority of advertising segments related to the designated content source.

93. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

94. (Previously Presented) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

95. (Previously Presented) The method of claim 82, wherein configuring a content display further comprises configuring a communications utility based upon the determined local day-part.

96. (Previously Presented) The method of claim 95 wherein configuring a communications utility comprises configuring a chat room.

97. (Currently Amended) A computer program stored on a computer readable medium, the computer program comprising instructions for:

- determining a geographic location of a user;
- determining a local day-part appropriate for the geographic location from among at least one of morning, afternoon, primetime, and latenight;
- receiving content from two or more content sources;
- designating a content source from among the two or more content sources based upon the determined local day-part;
- configuring a content display to feature content from the designated content source over content from other of the content sources; and
- presenting the content display to the user,

wherein instructions for receiving content comprises instructions for receiving content from two or more broadcast sources, and

wherein instructions for receiving content from two or more broadcast sources comprises instructions for receiving content from two or more broadcast networks.

98-99. (Canceled)

100. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display only content related to the designated content source.

101. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display a majority of content related to the designated content source.

102. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

103. (Previously Presented) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

104. (Previously Presented) The computer program of claim 97 wherein content includes content other than advertising content.

105. (Previously Presented) The computer program of claim 104 wherein:
instructions for receiving further comprises instructions for receiving one or more advertising segments corresponding to one or more of the content sources;
instructions for identifying further comprises instructions for identifying one or more advertising segments corresponding to the designated content source; and
instructions for configuring further comprises instructions for configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

106. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display only advertising segments related to the designated content source.

107. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display a majority of advertising segments related to the designated content source.

108. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

109. (Previously Presented) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

110. (Previously Presented) The computer program of claim 97, wherein instructions for configuring a content display further comprises instructions for configuring a communications utility based upon the determined local day-part.

111. (Previously Presented) The computer program of claim 110 wherein instructions for configuring a communications utility comprises instructions for configuring a chat room.

112. (Canceled)

113. (Previously Presented) The method of claim 82 wherein featuring content from the designated content source comprises featuring content in addition to television content.

114. (Previously Presented) The method of claim 82 wherein featuring content from the designated content source comprises featuring non-television content.

115. (Previously Presented) The method of claim 114 wherein the non-television content comprises one or more of a color, a border, a thematic element, a graphic, a link, text, advertising content, news content, e-mail content, instant messaging content, or chat room content.

116. (Previously Presented) The method of claim 82 wherein configuring the content display comprises adjusting the look and feel to complement the determined local day part.

117. (Previously Presented) The method of claim 116 wherein the look and feel is adjusted without modifying the content being displayed based on the local day part.

118-126. (Canceled)

127. (New) The method of claim 82 wherein the configuring of the content display comprises configuring the content display to feature content from the designated content source over content from other of the content sources based upon the determined local day-part.

128. (New) The computer program of claim 97, wherein instructions for configuring a content display comprise instructions for configuring of the content display to feature content

from the designated content source over content from other of the content sources based upon the determined local day-part.

129. (New) The method of claim 82, wherein the designated content source purchased the determined local day-part for featuring its content over content from other of the content sources.

130. (New) The computer program of claim 97, wherein the designated content source purchased the determined local day-part for featuring its content over content from other of the content sources.

131. (New) The method of claim 82, wherein the local day-part is a time period determined from among multiple different time periods, each of the multiple different time periods being predesignated by at least one of the two or more broadcast networks.

132. (New) The computer program of claim 97, wherein the local day-part is a time period determined from among multiple different time periods, each of the multiple different time periods being predesignated by at least one of the two or more broadcast networks.

133. (New) A method of presenting content, the method comprising:
determining a geographic location of a user;
determining a local day-part appropriate for the geographic location;
receiving content from two or more broadcast networks;
designating a first broadcast network from among the two or more broadcast networks as corresponding to a first day-part;
designating a second broadcast network from among the two or more broadcast networks as corresponding to a second day-part, the second broadcast network being different from the first broadcast network and the second day-part being different from the first day-part;

determining whether the local day-part is a match with the first day-part or with the second day-part;

configuring a content display to feature content from the first broadcast network over content from other of the broadcast networks conditioned on the local day-part matching the first day-part;

configuring a content display to feature content from the second broadcast network over content from other of the broadcast networks conditioned on the local day-part matching the second day-part; and

presenting the content display to the user.